

HIGHLY CONFIDENTIAL – SUBJECT TO PROTECTIVE ORDER

Table 23: Publisher Ad Server Shares Including Selected In-House Ad Servers, by Approximate U.S. Ad Spending, 2019-2022

	2019	2020	2021	2022
Overall	100%	100%	100%	100%
By Region				
North America	100%	100%	100%	100%
Europe	100%	100%	100%	100%
Asia Pacific	100%	100%	100%	100%
Latin America	100%	100%	100%	100%
Middle East & Africa	100%	100%	100%	100%
By Product Line				
Software	100%	100%	100%	100%
Hardware	100%	100%	100%	100%
Services	100%	100%	100%	100%
By Customer Type				
Enterprise	100%	100%	100%	100%
SMB	100%	100%	100%	100%
Consumer	100%	100%	100%	100%

Sources: See Section X.A in the appendix